



## State Of Utah Tourism Profile 2008

Statewide Indicator	2005	2006	2007	2008	% Change 2007-2008	AAPC 2005-2008
<b>DEMOGRAPHIC</b>						
Population	2,547,389	2,615,129	2,699,554	2,757,779	2.2%	2.7%
Total Non-Ag Employment	1,148,315	1,208,100	1,258,300	1,252,638	-0.4%	2.9%
Non-Ag Avg Monthly Wage	\$2,736	\$2,883	\$3,043	3,121	2.6%	4.5%
Per Capita Income	\$27,497	\$29,329	\$31,433	30,291	-3.6%	3.3%
Unemployment Rate	4.3%	3.3%	2.7%	3.7%	37.0%	-4.9%
<b>SPENDING &amp; EMPLOYMENT</b>						
Spending by Travelers (Millions)	\$5,779	\$5,908	\$6,769	\$7,190	6.2%	7.6%
Travel & Tourism Related Employment	112,051	112,572	112,486	113,030	0.5%	0.3%
Direct Tourism-Related Employment	61,036	61,347	65,882	67,729	2.8%	3.5%
Indirect Tourism-Related Employment	51,051	51,225	46,604	45,301	-2.8%	-3.9%
<b>TOURISM TAX REVENUES (millions)</b>						
State & Local Tax Revenues from Traveler Spending	\$570	\$593	\$609	\$631	3.6%	3.4%
Transient Room Tax	\$20.9	\$24.4	\$32.6	\$34.1	4.6%	17.7%
Restaurant Tax	\$26.7	\$28.9	\$31.9	\$33.4	4.7%	7.7%
Car Rental Tax	\$13.5	\$15.2	\$16.4	\$16.0	-2.4%	5.8%
Gross Taxable Retail Sales	\$39,186.0	\$44,747.0	\$46,769.2	\$47,360.5	1.3%	6.5%
<b>STATEWIDE VISITATION COUNTS</b>						
Visits by Non-Resident Travelers	19,100,000	19,300,000	20,200,000	20,400,000	1.0%	2.2%
Visits by International Travelers	660,000	690,000	730,000	740,000	1.4%	3.9%
Traffic Count at Interstate Borders	22,744,975	23,131,875	23,920,276	22,940,250	-4.1%	0.3%
I-15 UT/AZ Traffic Count	7,971,600	8,004,450	8,214,325	7,451,475	-9.3%	-2.2%
I-15 UT/ID Traffic Count	3,212,000	3,285,000	3,358,000	3,212,000	-4.3%	0.0%
I-70 UT/CO Traffic Count	2,248,400	2,390,750	2,664,501	2,533,100	-4.9%	4.1%
I-80 UT/WY Traffic Count	4,557,025	4,609,950	4,803,400	4,920,200	2.4%	2.6%
I-80 UT/NV Traffic Count	2,273,950	2,286,725	2,288,550	2,450,975	7.1%	2.5%
I-84 UT/ID Traffic Count	2,482,000	2,555,000	2,591,500	2,372,500	-8.5%	-1.5%
Total Nat'l. Park Recreation Visits	5,329,931	5,165,498	5,445,591	5,670,851	4.1%	2.1%
Arches National Park	781,667	833,046	860,175	928,794	8.0%	5.9%
Bryce Canyon National Park	1,017,680	890,673	955,715	1,043,321	9.2%	0.8%
Canyonlands National Park	393,672	413,587	417,516	436,713	4.6%	3.5%
Capitol Reef National Park	550,253	513,702	554,911	604,810	9.0%	3.2%
Zion National Park	2,586,659	2,514,490	2,657,281	2,657,213	0.0%	0.9%
Total Nat'l. Mon. & Rec. Area Visits	3,176,925	2,972,076	2,958,698	3,103,288	4.9%	-0.8%
Total State Park Visits	4,438,398	4,494,990	4,925,277	4,564,770	-7.3%	0.9%
Salt Lake Int'l. Airport Passengers	22,237,936	21,557,646	22,045,233	20,790,400	-5.7%	-2.2%
Utah Skier Visits	3,895,578	4,062,188	4,259,000	4,301,590	1.0%	3.4%
Utah Welcome Center Visits	598,863	581,154	550,726	412,158	-25.2%	-11.7%
Hotel/Motel Occupancy Rates	65.1%	68.3%	68.4%	63.7%	-6.9%	-0.7%